

Comprehensive Plan 2025 Progress Update

Transportation Commission – January 22, 2025

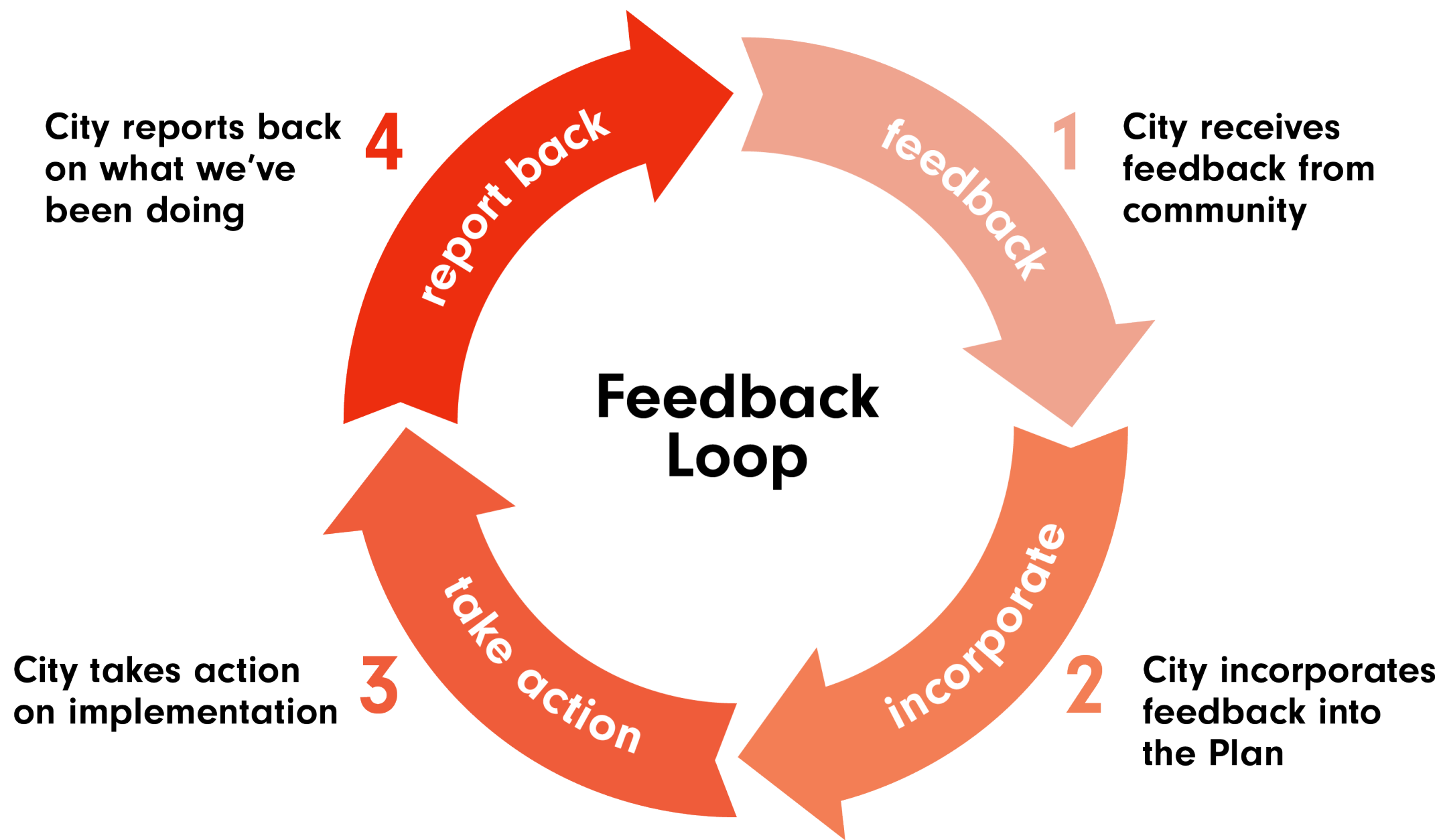
Brian Grady, Planning Division



Imagine Madison

People Powered Planning

Completing the Feedback Loop



2025 Progress Update

City of Madison Comprehensive Plan

DRAFT



Imagine Madison
People Powered Planning

Revised: January 7, 2025



LAND USE AND TRANSPORTATION

Compact Land Use | Efficient Transportation

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NEIGHBORHOODS AND HOUSING

Complete Neighborhoods | Housing Access

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ECONOMY AND OPPORTUNITY

Growing Economy | Equitable Education and Advancement

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CULTURE AND CHARACTER

Cultural Vibrancy | Unique Character

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GREEN AND RESILIENT

Natural Resources | Parks and Recreation

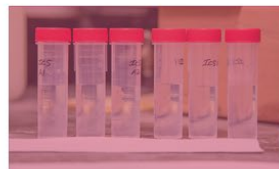
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EFFECTIVE GOVERNMENT

Efficient Services | Community Facilities | Regional Cooperation

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HEALTH AND SAFETY

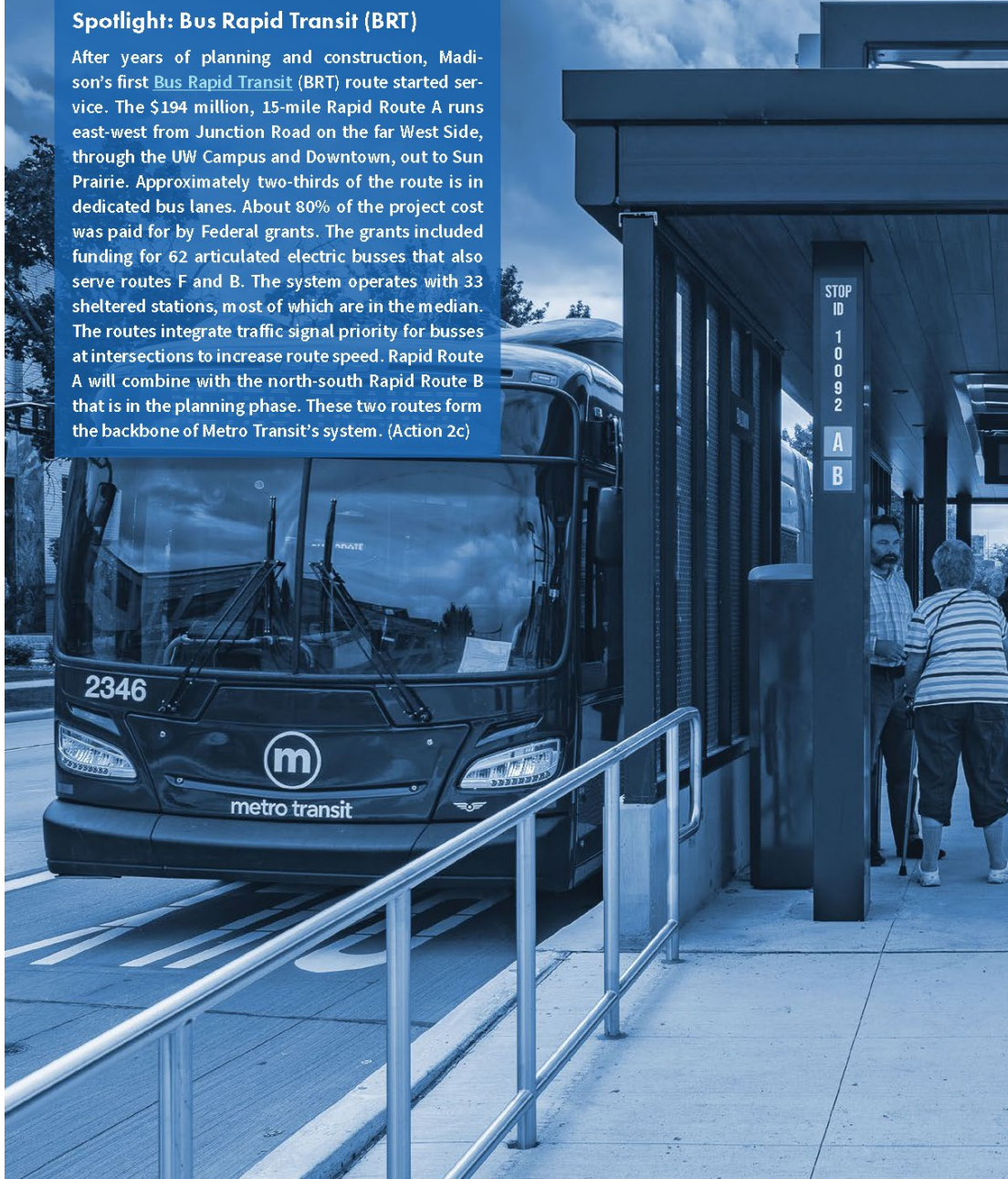
Safe Community | Equitable Health Outcomes

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Land Use and Transportation

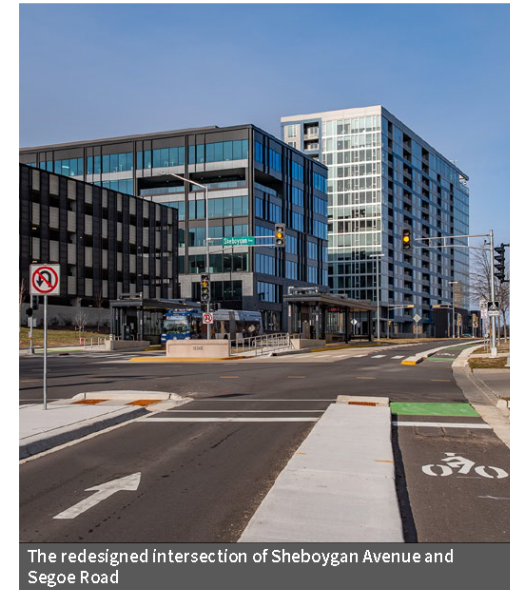
Spotlight: Bus Rapid Transit (BRT)

After years of planning and construction, Madison's first [Bus Rapid Transit](#) (BRT) route started service. The \$194 million, 15-mile Rapid Route A runs east-west from Junction Road on the far West Side, through the UW Campus and Downtown, out to Sun Prairie. Approximately two-thirds of the route is in dedicated bus lanes. About 80% of the project cost was paid for by Federal grants. The grants included funding for 62 articulated electric busses that also serve routes F and B. The system operates with 33 sheltered stations, most of which are in the median. The routes integrate traffic signal priority for busses at intersections to increase route speed. Rapid Route A will combine with the north-south Rapid Route B that is in the planning phase. These two routes form the backbone of Metro Transit's system. (Action 2c)



Other Highlights

- A City study prioritized potential sites for a rail station as part of a push for adding Madison to the Amtrak passenger rail network. The study reviewed eight sites between downtown and the eastside, considering how each location would support Amtrak's operations, station users, and City goals. (Action 4c)
- Madison issued building permits for 5,639 new housing units in 2023 – 2024. Of these units, 89% were located in the city's infill and redevelopment areas (generally the area within the Beltline and Interstate Highway 39/90/94), while 11% were located in edge development areas. (Action 6c)
- Improvements for pedestrian and bicycle safety and connectivity along the east-west BRT route were identified through a Federal Transit Administration funded analysis. Detailed designs are complete for many of the projects, with construction planned for the coming years. (Action 8a)



The redesigned intersection of Sheboygan Avenue and Segoe Road

- Major streets were reconstructed, with a focus on enhancing safety for pedestrians, bicyclists, and transit riders. Atwood Avenue added a side path for Lake Loop cyclists. Wilson Street expanded bicycle facilities in the Downtown. University Avenue added sidewalks and a pedestrian and bicycle overpass of University Bay Drive. Pleasant View Road converted a rural road to an urban street on the city's growing west side. (Action 8b)
- The City's [Complete Green Streets](#) policy guided the redesign of Sheboygan Avenue and Segoe Road. Enhancements include buffered bike lanes on Sheboygan and curb-protected lanes on Segoe, intersection bump-outs, shortened pedestrian crossings, and better street lighting. (Action 8b)



A cyclist crosses University Bay Drive on the new overpass

- Madison partnered with the Wisconsin Department of Transportation and Dane County to construct an [interchange at County Highway AB and US Highway 12/18](#). The interchange replaced two dangerous highway intersections and added pedestrian and bicycle facilities. This provides safer access to Ho-Chunk Gaming, the County's planned landfill and [sustainability campus](#), and other area businesses. (Action 8b)
- The Autumn Ridge Path was constructed between Commercial Avenue and Milwaukee Street. It includes a pedestrian and bicycle bridge over State Highway 30. The path better connects the Burke Heights and Hiestand neighborhoods and ties into the ped/bike overpass of Stoughton Road (US Highway 51) and other routes in the area. (Action 8b)



Madison's newest multi-use path, Autumn Ridge, crosses State Highway 30 at Hiestand Woods

Land Use and Transportation

Goal: Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

Goal: Madison will have a safe, efficient, and affordable regional transportation system that offers a variety of choices among transportation modes.

Strategies and Actions	Lead Agencies	Status
Strategy 1: Improve transit service, especially to peripheral employment and residential locations, with a focus on reducing the travel time for transit dependent populations.		
a. Pursue improvements to transit service in peripheral areas and adjacent municipalities.	Metro	Ongoing
b. Consider implementing additional Madison Metro routes that more directly connect peripheral areas without traveling through Downtown.	Metro	Complete
c. Prioritize improved service for transit-dependent populations when integrating Madison Metro routes and schedules with BRT.	Metro	Complete
Strategy 2: Implement bus rapid transit (BRT) to improve travel times, enhance reliability, and increase ridership.		
a. Build a new bus storage and maintenance facility to support an expanded bus fleet.	Metro	Complete
b. Prepare detailed plans for BRT corridors to guide redevelopment and improve pedestrian and bicycle linkages.	Planning	Complete
c. Integrate BRT-supportive features into street reconstruction and development projects along BRT corridors wherever feasible.	Engineering, Traffic Engr	Ongoing
d. Explore opportunities to use alternative methods to fund BRT infrastructure	Econ Dev	Complete
Strategy 3: Ensure all populations benefit from the City's transportation investments.		
a. Use the City's Racial Equity and Social Justice Initiative (RESJI) tools to inform major transportation projects.	Engineering	Ongoing
b. Partner with businesses and governmental entities to expand access to various money-saving transit pass programs.	Metro	Ongoing
c. Pursue equitable distribution of amenities and traffic calming measures in street reconstruction projects throughout the city.	Engineering, Traffic Engr, Planning	Ongoing
Strategy 4: Improve access to transit service to nearby cities, such as Milwaukee, Chicago, and Minneapolis.		
a. Support construction of an intercity bus terminal that is well-integrated with Madison Metro and future BRT.	Madison DOT	In progress
b. Work with WisDOT and local railroad operators to maintain the viability of existing rail corridors for future passenger rail operations both within the city and to adjoining metro areas.	Madison DOT	Ongoing
c. Continue to advocate for high speed rail connections to nearby metro areas with state officials.	Mayor's Office	Ongoing
Strategy 5: Concentrate the highest intensity development along transit corridors, downtown, and at Activity Centers.		
a. Implement Transit Oriented Development (TOD) overlay zoning along BRT and other existing and planned high-frequency transit service corridors to create development intensity minimums, reduce parking requirements, and support transit use.	Planning	Complete
b. Ensure that redevelopment is well-integrated into adjacent low density residential areas.	Planning	Ongoing
c. Facilitate the creation of Transportation Management Associations (TMAs) and implementation of Transportation Demand Management (TDM) strategies to serve high-intensity development at Activity Centers and along major transit corridors.	Planning	Ongoing
d. Prepare plans to transition auto-oriented commercial areas into mixed-use Activity Centers.	Planning	In progress

Land Use and Transportation

Strategies and Actions	Lead Agencies	Status
Strategy 6: Facilitate compact growth to reduce the development of farmland.		
a. Continue to update peripheral neighborhood development plans to increase allowable development intensity and create density minimums.	Planning	In progress
b. Steer peripheral growth towards priority areas, with a focus on land already served by utilities.	Planning	Ongoing
c. Accommodate a majority of growth through infill and redevelopment.	Planning	Ongoing
Strategy 7: Maintain downtown Madison as a major Activity Center for the region while improving access and inclusivity.		
a. Continue to use the City's Affordable Housing Fund to support construction of affordable housing in and near downtown.	Comm Dev	Ongoing
b. Facilitate partnerships with community organizations to host more downtown events that attract a wider variety of demographic groups.	Planning, Econ Dev, Parks	Ongoing
c. Improve transit service to and from downtown outside of standard commuting hours.	Metro	Complete
d. Develop and implement a park-and-ride plan to increase accessibility to downtown and the UW-Madison campus.	Planning, Metro	Not started
Strategy 8: Expand and improve the city's pedestrian and bicycle networks to enable safe and convenient active transportation.		
a. Proactively fill gaps in the pedestrian and bicycle network.	Engineering, Traffic Engr	Ongoing
b. Continue to integrate pedestrian and bicycle safety improvements and amenities into new and reconstructed streets.	Engineering, Traffic Engr	Ongoing
c. Update the subdivision ordinance to ensure that new developments incorporate the City's planned shared-use path network.	Planning	Complete
d. Develop and adopt a citywide pedestrian and bicycle plan that advocates for implementation of modern design principles while also moving towards a financially sustainable maintenance program.	Madison DOT, Planning	In progress
Strategy 9: Implement new technologies to more efficiently use existing transportation infrastructure.		
a. Work with the Madison Area Transportation Planning Board (MATPB) and other entities to implement the Regional Intelligent Transportation Systems (ITS) Plan for the Madison Metropolitan Area.	Traffic Engr	In progress
b. Partner with UW-Madison and other entities to safely test and build transportation infrastructure that supports connected and autonomous vehicles.	Traffic Engr	In progress
c. Use technology to enhance parking management systems.	Traffic Engr, Parking Division	Ongoing
d. Evaluate emerging technologies for use in bridging "first mile/last mile" gaps in the transit system.	Metro, Traffic Engr, Planning	Ongoing

Lead Agencies abbreviated above

Comm Dev	Community Development	Madison DOT	Madison Department of Transportation
Econ Dev	Economic Development	Traffic Engr	Traffic Engineering

This Element has 32 actions in total

8 actions are complete 6 actions are in progress 1 action not yet started 17 actions are ongoing



Health and Safety

Spotlight: Respiratory Illness Dashboard

Public Health Madison & Dane County (PHMDC) created an extensive [Respiratory Illness Dashboard](#) in partnership with other Madison area entities. One of PHMDC's most visited webpages, the dashboard tracks data related to COVID-19, influenza (flu), respiratory syncytial virus (RSV), and other respiratory illnesses. The dashboard combines data from clinics, emergency departments, wastewater, schools, and hospitals to show the status of respiratory illness in the community. Each week, the latest data is added to the dashboard. An accompanying summary describes the main takeaways from the data. The community benefits from having the data available in one location in an easier to understand format. PHMDC's experience building the dashboard helped guide development of a similar dashboard at the State level. (Action 1c)



Other Highlights

- PHMDC partnered with the community to develop and paint seven murals that represent the seven priorities of the Community Health Improvement Plan. The murals were featured at local libraries, in Garver Feed Mill's Canvas Gallery and at Parks Alive events to raise awareness of these community priorities. (Action 1c)
- Madison Public Library updated its [LGBTQ+ Wellness Resource Guide](#). The guide describes and provides contact information for mental health providers, transition and sexual health resources, support groups, hotlines and other entities. Resources included in the Guide are primarily local and regional entities. (Action 2b)



Community Health Improvement Plan murals on display at Garver Feed Mill

- Madison's Community Alternative Response Emergency Services (CARES) program was expanded from two teams to three teams. This increases the program's ability to respond to non-violent behavioral health emergencies. (Action 2c)
- The Madison Police Department (MPD) has incorporated an approach called stratified policing. Stratified policing is a structured, data-informed policing method. It aims to improve the MPD's proactive crime prevention efforts, reduce crime frequency and calls for service, and ensure community engagement efforts reach neighborhoods in need. (Action 5a)
- Madison received \$6.3 million in federal funding through the U.S. Department of Transportation's Safe Streets and Roads for All (SS4A) program. The grant will fund the City's Forward to Vision Zero: Safe System for Vulnerable Roadway Users projects. Madison was one of 48 communities selected to receive a SS4A implementation grant. (Action 6a)



The LGBTQ+ Wellness Resource Guide is available from all Madison Public Library branches, and the Dream Bus

- MPD now contracts with REDI Transports, a behavioral health and prisoner transport service, for all patient transports to Winnebago Mental Health Institute in Oshkosh. Patients were previously transported by police officers with squad cars. REDI uses transport vans to reduce the time people experiencing mental health crisis are in squad cars with police officers. (Action 9b)
- MPD and PHMDC continued to support and expand the Madison Area Recovery Initiative (MARI). MARI seeks alternatives to incarceration of people who use drugs or have behavioral health needs. (Action 7c)



Madison Police Officers participate in National Night Out

Health and Safety

Goal: Madison will be a place where all residents have equitable health outcomes.

Goal: Madison will be a place where residents and visitors are safe at home and feel welcome in the community.

Strategies and Actions	Lead Agencies	Status
Strategy 1: Share power through partnerships to reduce inequities in health outcomes.		
a. Expand and continue the active involvement of community organizations and leaders in public health decisions through systematic consultation and co-creation.	Public Health, Planning, Econ Dev	Ongoing
b. Champion the missions of health-focused organizations working with local communities of color and other underserved communities through logistical, in-kind, financial, and advocacy assistance.	Public Health, Planning, Econ Dev	Ongoing
c. Improve the accessibility and impact of health communications and data to community partners by ensuring they are easy to find and understand.	Public Health	Ongoing
d. Ensure community partnership success and longevity by systematizing communication and coordination.	Public Health, Planning, Econ Dev	Ongoing
Strategy 2: Expand mental health and substance misuse services, awareness, and access.		
a. Continue to work with Dane County and other community partners to streamline the entry and referral system for mental health services, regardless of insurance status.	Public Health, Fire	Ongoing
b. Reduce loneliness and involuntary social isolation by working with community organizations serving marginalized populations and areas to develop and provide culturally responsive, socially connecting programming.	Comm Dev, Parks, Library, Monona Terrace	Ongoing
c. Pursue behavioral health approaches to mental health-related emergency calls and community needs.	Fire, Public Health, Police	Ongoing
d. Work to reduce drug misuse and overdose rates, especially synthetic opioid misuse (including fentanyl), through providing education and safer use tools to high-risk individuals, their friends and families, and their communities.	Public Health	Ongoing
Strategy 3: Promote the physical health and well-being of all residents.		
a. Address racial disparities in birth outcomes by facilitating the entry of underserved pregnant people of color into culturally-aligned community services and health care system services through outreach and coordination with community partners.	Public Health	Ongoing
b. Expand the sexual health clinic's reach to new populations via tailored communications and culturally competent care.	Public Health	Ongoing
c. Ensure a full range of equitable and evidence-based reproductive health services by strengthening and expanding programs and partnerships around education and outreach, pregnancy prevention and early detection services, and all-options counseling.	Public Health	Ongoing
d. Promote public trust in vaccines by spearheading education and outreach efforts in conjunction with community groups, health care providers, businesses and other agencies.	Public Health	Ongoing
e. Encourage participation in fitness, recreational, and outdoor activities by making it easy and appealing for a broad range of communities and organizations to use parks and recreational programs.	Parks, Comm Dev, Planning, Monona Terrace	Ongoing
Strategy 4: Support policies and services that foster healthy and safe living environments.		
a. Continue to mitigate built environmental hazards through licensing, permitting, laboratory testing, inspection, regulation, and enforcement services.	Public Health, Bldg Insp, Fire, Water Utility	Ongoing
b. Continue to collect and convey solid waste and wastewater to maintain the sanitation and safety of physical environments.	Streets, Engineering, Bldg Insp	Ongoing
c. Manage emergency plans and systems to ensure coordinated and effective handling of 21st-century emergencies and disasters.	Emergency Mgmt Command	Ongoing

Health and Safety

Strategies and Actions	Lead Agencies	Status
Strategy 5: Reduce chronic inequities in service delivery and ensure that all residents have fair access to first responder systems.		
a. Decrease repeat calls at high frequency locations and from high frequency individuals by resolving issues and connecting to preventative care.	Police, Fire, Comm Dev	Ongoing
b. Ensure calls for service response are timely, meet best practice standards, and are handled with transparency and professionalism.	Police, Fire	Ongoing
c. Build trust through public engagement, community education, outreach activities, and diverse staffing.	Police, Fire	Ongoing
d. Utilize comprehensive data disaggregated by race and other demographics where possible to prioritize and implement high quality services and prevention efforts	Police, Fire, Comm Dev, Public Health	Ongoing
Strategy 6: Create neighborhood friendly infrastructure in street design and improve traditional transportation systems.		
a. Implement the Vision Zero Action Plan and create safer streets through reducing speeds and making systematic safety improvements on City streets.	Traffic Engr, Transportation	Ongoing
b. Build safe public spaces by providing buffers and green spaces that separate public areas from transportation corridors.	Traffic Engr, Parks, Engineering	Ongoing
c. Seek to provide protected facilities for vulnerable users in street design, focusing on All Ages and Abilities facilities when possible while encouraging human centered transportation design such as slow street and shared streets, and closing gaps in the pedestrian and bicycle network.	Traffic Engr, Engineering, Transportation	Ongoing
d. Implement a complete streets approach where pedestrian, bike, and bus travel is safe for all users, with a focus on gender, race, and age equity bringing an awareness to social and cultural norms. Integrate distributed green infrastructure into the Complete Street Approach.	Traffic Engr	Ongoing
e. Expand resources to build and maintain a strong, connected fiber network and radio communication system that supports existing and future City operations ensuring associated equipment is regularly replaced.	Traffic Engr, Info Tech	Ongoing
Strategy 7: Take a public health approach to violence prevention by strengthening and expanding evidence-based strategies and programs at individual, family, and societal levels.		
a. Address the impacts of trauma, alcohol, and other substance misuse through utilizing preventative measures and shifting treatments away from the criminal justice system.	Public Health, Comm Dev	Ongoing
b. Address disparities across socioeconomic status, race, age, disability status, and citizenship status by providing resources and/or making referrals to meet residents needs before crises take place.	Police, Fire, Comm Dev	Ongoing
c. Divert those with opioid use disorder away from the criminal justice system by providing pathways to treatment and harm reduction.	Police, Public Health, Fire	Ongoing
d. Ensure the continued availability of restorative justice and recovery programs that collaborate with key stakeholders to support victims, improving long-term outcomes for Madison residents.	Police, Comm Dev	Ongoing

Lead Agencies abbreviated above

Econ Dev	Economic Development
Comm Dev	Community Development
Bldg Insp	Building Inspection
Traffic Engr	Traffic Engineering
Info Tech	Information Technology

Health and Safety

Strategies and Actions

Lead Agencies

Status

Strategy 8: Provide safe and secure public spaces.		
a. Ensure high quality public maintenance services for city owned and operated facilities.	CDA Housing, Monona Terrace, Engineering	Ongoing
b. Make the community aware of existing amenities, resources, and services available to ensure housing stability and promote enjoyment of the City's offerings.	Bldg Insp, Comm Dev, Parks, Police, Fire	Ongoing
c. Increase partnerships with community agencies, organizations, and social services to ensure resident wellbeing, while also establishing neighborhood-based resources.	Community Development, Civil Rights	Ongoing
d. Enact legislation allowing civil action against persons perpetrating hate, discrimination, and/or harrasment agains other persons based on protected class membership.	Civil Rights, Council, Mayor's Office	Ongoing
Strategy 9: Reimagine public safety through an equitable, intersectional perspective that strengthens relationships between city agencies and the community.		
a. Expand cultural competency development and civil rights legal expertise applied to resident engagement and service delivery.	Civil Rights	Ongoing
b. Prioritize de-escalation tactics and pursue alternative response models to minimize the potential for use of force incidents.	Police, Fire	Ongoing
c. Promote accountability by partnering with community to establish oversight of safety institutions.	Office of the Independent Monitor	Ongoing
d. Establish law enforcement priorities that consider the need to protect the physical and legal safety of pregnant people and their care providers.	Police, Attorney's Office	Ongoing

This Element has 37 actions in total

37 actions are ongoing

100%